**Context of Data Visualization**

1.Question 1

You need to be well-versed in the data in order to visualize the data.



True



False

**Correct**

You need to be well-versed in the data in order to visualize the data.

**1 / 1 point**

2.Question 2

When should you define the audience for your visualization?



After you complete the final draft



After you complete the first draft



After you present it



Before building

**0 / 1 point**

3.Question 3

You should define what your audience expects from a visualization before beginning the visualization.



True



False

**Correct**

You need to know what your audience expects from the visualization before you begin.

**1 / 1 point**

4.Question 4

What does it mean to define the “what” of your visualization? (Select all that apply)



Defining what type of audience (boss or committee) will view the information



Defining what software the audience will use to view the information



Defining what data will and will not be included

**Correct**

The “what” of your visualization is what data will and will not be included.



Defining what the audience will do with the information

You didn't select all the correct answers

**0.75 / 1 point**

5.Question 5

What piece of the “big idea” is missing from this statement?

We recommend that we continue offering the new sales course, “How to Upgrade Existing Customers.”



Nothing is missing, all elements are present.



It isn't a complete sentence



It doesn't articulate a unique point-of-view



It doesn't convey the stakes

**Correct**

The stakes are missing from the statement.

**1 / 1 point**

6.Question 6

What piece of the “big idea” is missing from this statement?

Program profit from beta clients = +25%, recommend continuing funding, release to entire company



It isn't a complete sentence



Nothing is missing, all elements are present.



It doesn't convey the stakes



It doesn't articulate a unique point-of-view

**Correct**

This statement is incomplete and needs to be edited to complete the "big idea".

**1 / 1 point**

7.Question 7

What piece of the “big idea” is missing from this statement?

The new employee engagement activities have increased employee morale self-scores by 15% and 75% of employees indicated that more activities would result in even higher morale scores. Based on this data, we recommend increasing the funding and frequency for these activities in order to achieve a 45% overall employee moral increase.



Nothing is missing, all elements are present.



It doesn't articulate a unique point-of-view



It isn't a complete sentence



It doesn't convey the stakes

**Correct**

All three pieces of information are present within this statement: a complete sentence, stakes are outlined, and a unique point-of-view is articulated.

**1 / 1 point**

8.Question 8

It’s important to include any data that does not support your argument.



False



True

**0 / 1 point**

9.Question 9

Which is a piece of “the big idea”?



Articulate a unique point of view



Explain the history behind the data

**Correct**

Articulating a unique point of view is one of the three pieces of “the big idea.”

**1 / 1 point**

10.Question 10

Which is a piece of “the big idea”?



Convey the stakes



Explain how the visualization will be presented

**Correct**

Conveying the stakes is one of the three pieces of “the big idea.”